

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for creating a sales model for a plurality of products, the method being implemented as a plurality of program instructions in a computer system, the method comprising:

creating a plurality demand groups, wherein each demand group is a set of at least one product and wherein at least one of the demand groups is a set of at least two products;

creating a sales model as a function of price for each demand group; and

creating a market share model for each product in each demand group.

2. (Currently Amended) The method, as recited in claim 1, further comprising:

collecting raw data; and

generating imputed variables from the raw data, wherein the imputed variables are used to create the sales model as a function of price.

3. (Currently Amended) An econometric engine for modeling sales as a function of price, the engine being implemented in a computer system, the engine comprising:

an imputed variable generator for generating imputed econometric variables including a base price variable and a base volume variable; and

a coefficient estimator coupled to the imputed variable generator, and wherein imputed variables generated by the variable generator are used by the coefficient estimator to create a sales model as a function of price.

4. (Currently Amended) The econometric engine, as recited in claim 3, wherein the imputed variable generator receives raw data, and cleans the data ~~and generates imputed variables~~.

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5. (Original) The econometric engine, as recited in claim 4, wherein the coefficient estimator creates the sales model by creating a sales model for a demand group and creating a market share model for a product in the demand group.